

**PROPOSED COUNCIL STUDY ISSUE**

**For Calendar Year:** 2004

**Continuing** ☐

**New** ☒

**Previous Year (below line/defer)** ☐

**Issue:** Neighborhood to Business Connections

**Lead Department:** Community Development

**General Plan Element or Sub-Element:**

**1. What are the key elements of the issue? What precipitated it?**

This study would identify how the City might facilitate greater connection between neighborhoods and businesses in Sunnyvale. Staff would work with businesses and neighborhood groups to better understand successful experiences in previous partnerships. Staff will explore ways in which businesses and neighborhoods can better understand each others needs and to explore creative ways in which business can partner with neighborhood or community associations

**2. How does this relate to the General Plan or existing City Policy?**

**Socio-Economic Element**

**GOAL 5.1A** Preserve and enhance the physical and social environment and facilitate positive relations and a sense of well-being among all community members, including residents, workers and businesses.

**Land Use and Transportation Element**

*Action Statement N1.1.2* Foster the establishment of neighborhood associations throughout Sunnyvale to facilitate community building.

**Citizen Participation Sub-element**

Policy 7.2B.3. Provide an environment which fosters a sense of positive identity on the part of citizens and staff.

**3. Origin of issue:**

**Councilmember:** Miller

**General Plan:** \_\_\_\_\_

**Staff:** \_\_\_\_\_

**BOARD or COMMISSION**

Arts	<input type="checkbox"/>	Library	<input type="checkbox"/>
Bldg. Code of Appeals	<input type="checkbox"/>	Parks & Rec.	<input type="checkbox"/>
CCAB	<input type="checkbox"/>	Personnel	<input type="checkbox"/>
Heritage & Preservation	<input type="checkbox"/>	Planning	<input checked="" type="checkbox"/>
Housing & Human Svcs	<input type="checkbox"/>		

Board / Commission Ranking/Comment:

4. Due date for Continuing and Mandatory issues (if known): \_\_\_\_\_
5. Multiple Year Project? Yes ☐ No ☒ Expected Year of Completion \_\_\_\_\_
6. Estimated work hours for completion of the study issue.
- (a) Estimated work hours from the lead department \_\_\_\_\_ 120
- (b) Estimated work hours from consultant(s): \_\_\_\_\_
- (c) Estimated work hours from the City Attorney's Office: \_\_\_\_\_ 10
- (d) List any other department(s) and number of work hours:
- Department(s): Office of the City Manager \_\_\_\_\_ 80
- Total Estimated Hours: \_\_\_\_\_ 210
7. Expected participation involved in the study issue process?
- (a) Does Council need to approve a work plan? Yes ☐ No ☒
- (b) Does this issue require review by a Board/Commission? Yes ☐ No ☐
- If so, which Board/Commission? \_\_\_\_\_
- (c) Is a Council Study Session anticipated? Yes ☐ No ☒
- (d) What is the public participation process?

During preparation of this study, staff would hold outreach and information meetings with the Chamber of Commerce, other Sunnyvale business groups and the general business community as well as community/neighborhood groups.

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**8. Estimated Fiscal Impact:**

Cost of Study	\$ _____
Capital Budget Costs	\$ _____
New Annual Operating Costs	\$ _____
New Revenues or Savings	\$ _____
10 Year RAP Total	\$ _____

**9. Staff Recommendation**

- ☐ Recommended for Study  
☐ Against Study  
☒ No Recommendation

Explain below staff's recommendation if "for" or "against" study. Department director should also note the relative importance of this study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.

*reviewed by*

\_\_\_\_\_  
**Department Director**

\_\_\_\_\_  
**Date**

*approved by*

\_\_\_\_\_  
**City Manager**

\_\_\_\_\_  
**Date**